

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for advertising through the internet, comprising at least one of an internet service provider, a server, or a sponsor:

- (a) providing a user with access to a service provider server through the internet;
- (b) providing said user a menu of internet applications available on the server;
- (c) providing said user a menu of free services that are available on the server;
- (d) providing said user a menu of sponsors of the said free services on the server;
- (e) receiving information from the user on a selected internet application that said user desires to use;
- (f) receiving information from the user on a selected sponsor that offers a free service that is available on the server;
- (g) providing said user with access to use said free service of said selected sponsor;

wherein said internet application selected by said user takes on a look and feel of the selected sponsor of the free service;

wherein said look and feel comprises a skin.

2. (Currently Amended) The method of Claim claim-1, wherein said free service comprises ~~is a~~ predetermined amount of data storage space on ~~in~~ a hard disk of the service provider server.

3. (Currently Amended) The method of Claim claim-1, wherein said free service comprises ~~is~~ access time to the internet.

4. (Currently Amended) The method of Claim claim-1, wherein said application comprises any of: ~~includes at least one application selected from the group comprising~~

e-mail;

a calendar; ~~calendars,~~

an instant messaging application; applications, and
a chat room. rooms.

5. (Currently Amended) The method of Claim claim-1, wherein said step of (e) further receiving information from the user on a selected internet application further comprises the step of: includes

receiving personal data from said user in addition to said selection information.

6. (Currently Amended) The method of Claim claim-5, wherein said the personal data information provided by said user comprises includes the name, address, country, and e-mail address of said user.

7. (Currently Amended) The method of Claim claim-5, wherein said the personal data information provided by the user is maintained in a database.

8. (Currently Amended) The method of Claim claim-7, wherein said personal information provided by said user is used for any of:

conducting surveys; ~~for~~

conducting segmented marketing; and ~~or for~~

sending banners to selected users.

9. (New) The method of Claim 1, further comprising the step of:
a user choosing a combination of any of:

hard disk space;

an e-mail service;

a calendar; and

access time to the internet;

wherein said combination comprises said information from the user on
a selected internet application that said user desires to use.

10. (New) The method of Claim 1, further comprising the step of:
displaying a logo of said sponsor.

11. (New) The method of Claim 1, further comprising the step of:
displaying a trademark of said sponsor.
12. (New) The method of Claim 1, further comprising the step of:
displaying a combination of colors associated with said sponsor.
13. (New) The method of Claim 1, further comprising the steps of:
displaying a logo of said sponsor;
displaying a trademark of said sponsor; and
displaying a combination of colors associated with said sponsor.
14. (New) The method of Claim 1, wherein said skin comprises any of:
an appearance of a button;
a background image;
a border;
a color of a graphic element;
a window frame;
a scroll bar;
a button; and
a shape of a browser window.
15. (New) A method for doing business, comprising:
a sponsor providing internet service and internet advertisement; and
a user accepting a condition to receive said internet service free of
charge in exchange for receiving said internet advertisement;
wherein said service comprises any of
hard disk space;
an e-mail service;
a calendar; and
access time to the internet;
wherein said internet advertisement comprises a skin taking the look
and feel of said sponsor.